



South Carolina Department of Education

Together, we can.

Cluster of Study: Marketing, Sales and Service

CIP Code: 090903

Major: Marketing Communications

**Course selection will depend on satisfying prerequisites*

Required Core for Graduation	SAMPLE CORE CHOICES			
	For additional college entrance requirements, refer to the college of your choice			
	9	10	11	12
English* Four Units Required	English I	English II	English III	English IV
Math* Four Units Required	Algebra I	Algebra II or Geometry	Geometry or Pre-Calculus or Everyday Stats.	Pre-Calculus or Calculus or Adv. Math Topics
Science* Four Units Required	Physical Science	Biology I or Environ. Studies	Chemistry I or Physics or Marine Science or Biology II	Physics Biology III or Anat/Phys Honors or Criminal Forensics
Social Studies Three Units Required	One Unit of Social Studies		US History	Government/Economics
Additional State Requirements	Physical Education or JROTC (one unit) Computer Science (one unit) Foreign Language or CTE (one unit) Electives (seven units) Pass High School Assessment Program Art (one unit)(per CHE entrance requirements)			

Required Courses for Major (Minimum of four credits required)	Complementary Coursework	Extended Learning Opportunity Options Related to Major
Marketing Advertising <u>Plus two or more of the following:</u> Desktop Publishing E-Commerce Global Markets International Business & Marketing Virtual Enterprise 1, 2, 3, 4 Sports and Entertainment Marketing 1 Web Page Design and Development 1, 2 Work Based Credit (Advertising)	Business & Electronic Communications Computer Applications 1 and 2 Entrepreneurship Integrated Business Applications 1, 2 Introduction to Business & Marketing Marketing Management Sports and Entertainment Marketing 2 Technical Writing	Career Mentoring Shadowing Internship Work Based Education Career Data Delivery System Exposure Senior Project

Professional Opportunities Upon Graduation

High School Diploma	Adt'l Training to 2-year Degree	4-Year Degree & Higher
Sales Associate Customer Service Representative Visual/Creative Display Artist Contract Administrator	Advertising/Promotion Manager Retail Buyer Marketing Specialist Sales Promotion Manager	Educator Public Relations Manager Market Research Analyst Public Information Director



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